



Dear Participant,

The SUSTA Website Redesign

August 1st marked the launch of the new SUSTA website. The updates aim to improve access to all SUSTA has to offer. Not only do we find the new site sleeker and more attractive, we also find it has more information to better serve you. Check out a few updates we think you'll love!

The New MySUSTA:

We've consolidated our application process to get your international marketing plans started quicker! We've combined the creation of your MySUSTA account with the annual prequalification form. Now, your creation or recertification of your MySUSTA account will take the place of the prequalification.

Logging into your MySUSTA:

If you are currently enrolled in the 2016 program year:

1. **Enter Your Email Address** as the Username
2. **Click 'Forgot Password'**, which will generate an email to you*
3. **Click on the Link** in the Email
4. **Create a Password** and submit

***Do not enter your old MySUSTA password, as all passwords were reset in new website.** For more help on retrieving your password, [click here](#).

If you are new to SUSTA or are not yet a 2016 participant:

Companies must apply annually to participate with SUSTA. Please create your MySUSTA account from the homepage of the website. Once created, we will review it and let you know if you are eligible to participate in 2016/2017 Global Events and/or apply for 50% CostShare.

The New Dashboard:

All of your account information, from events to your claims, will now be housed on the dashboard. This tool allows companies to easily access all necessary information and quickly navigate around the SUSTA site. [Click here](#) to learn more.

Upcoming Global Events

2017 Global Events will start going live on August 15th!



Canada Inbound Trade Mission

Kentucky, Oklahoma & Texas
September 25 - October 1, 2016

In 2014, exports of U.S. agricultural products to Canada were valued at about \$21.9 billion, which has made Canada one of the top destinations for new companies looking to export their brands. Don't miss the opportunity to show your product to key buyers from this ever growing market. [Click here](#) to register with SUSTA to meet one-on-one with buyers in one of three member states.



SIAL Paris

Paris, France
October 16-20, 2016

Exhibit with SUSTA and present your products to over 150,000 trade visitors from more than 200 countries in the European Union, Asia, the Middle East, The Americas and Africa. Fee includes a furnished booth space and shipping of up to 100 lbs. (gross weight) of samples from a consolidation point in the U.S. to the show using SUSTA's designated freight forwarder. [Click here](#) to register.

50% CostShare Updates

What is 50% CostShare?

SUSTA reimburses small businesses 50% of eligible international marketing expenses, such as costs for advertisements, label translation, travel, and exhibition in international trade shows.

Hey 2016 Program Year Companies!

Did your plans develop and grow since you initially applied for 50% CostShare? SUSTA would like to remind you that we have more funds available for the 2016 Program Year! If you would like to request more funding for 2016, complete and submit an amendment via MySUSTA.

Looking to the 2017 Program Year

At SUSTA, August means it's time to look ahead to the next program year. As we enter the last days of summer, SUSTA would like to remind you now is the time to start planning for 2017! Use these next few months to get your marketing plans together so you can get approved for January 1, 2017.

What We're Reading...

Staying up to date on current international exporting news is important for international success. Never miss a story by frequently checking the [News, Facts, and Stats](#) page of our website.

The Emerging Possibilities of E-commerce in Japan

Japan, as a country, eats more seafood than any other country on Earth besides China, which is more than 10 times Japan's size. How does e-commerce factor in? [Read More.](#)

USDA Announces Reopening of Brazilian Market to U.S. Beef Exports

The USDA has reached agreement with Brazil's Ministry of Agriculture, Livestock and Food Supply to allow access for U.S. beef and beef products to the Brazil. [Read More.](#)

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